

KEEP TRACK OF YOUR CHARITABLE GIVING

CONVENIENT | SIMPLE | FAST | SAFE

The FIS Charitable Giving Platform is an integrated giving solution that connects your financial institution with your cardholders around causes **you both** care about! With our solution, not only do cardholders benefit by consolidating charitable giving within your online banking system, but the Charitable Giving administration dashboard delivers actionable and accessible donor data that helps **you** amplify your organization's purpose and deepen the emotional connection with your users.

THE GIVING LANDSCAPE - AN UNTAPPED OPPORTUNITY:

- Consumers report they would switch brands to one associated with a good cause.
- Millennials report to believe success is *more than* financial performance.
- Many wealthy donors state they stop giving.... because of donation inefficiency and lack of ease.
- According to recent statistics Millennials as a whole - are more drawn to businesses that promote corporate social responsibility and have a positive impact on society.

THE STRATEGIC IMPACT FOR FINANCIAL INSTITUTIONS:

DRIVE ORGANIC PORTFOLIO GROWTH:

- Shift ACH and cash donations to card usage
- Drive recurring donations to cards

TOP OF WALLET CARD POSITIONING:

- Feature specific charities that matter to you and your cardholders
- Market your sustaining impact on the community
- Create a positive brand connection with your cardholders

SIMPLIFY GIVING:

- Central location for making charitable donations
- Charitable tax receipts all in one place

GENERATE DATA & INSIGHTS:

- Campaign tracking for matching donations and disaster relief programs
- Key insights into cardholder giving with perceptive data analytics reports